**Rubrics for Primary Evaluation**

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Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Course:\_\_\_\_\_\_\_\_\_\_\_\_

Name of Site: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time \_\_\_\_\_\_\_\_\_ a.m./p.m.

1=Poor 5=Exceptional

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **1** | **2** | **3** | **4** | **5** |
| **Design** | Navigability is good. Links are clearly labeled. Can move from page to page easily. |  |  |  |  |  |
| This site offers interactivity. The visitor  engages with the site. |  |  |  |  |  |
| This site uses appropriate page format.  Pages are not inordinately long. |  |  |  |  |  |
| Can easily find information |  |  |  |  |  |
| This site is aesthetically appealing.  Good use of graphics and color |  |  |  |  |  |
| This site is aesthetically courteous.  Text and background colors do not clash. |  |  |  |  |  |
| **Content** | Has a proper title |  |  |  |  |  |
| Additional resource links are included. |  |  |  |  |  |
| Information is useful |  |  |  |  |  |
| Rich content and will likely be revisited. |  |  |  |  |  |
| How this web site compares in content to  similar websites. |  |  |  |  |  |
| **Technical Elements** | All links work |  |  |  |  |  |
| Thumbnail graphics used. Graphics download quickly. |  |  |  |  |  |
| Alternative text page is offered when heavy graphics or frames are used |  |  |  |  |  |
| Image links and image maps have a text alternative. |  |  |  |  |  |
| Can see meaningful information within 30 seconds |  |  |  |  |  |
| **Credibility** | Contact person is stated with their e-mail address |  |  |  |  |  |
| Links have been kept current. States when this page was last updated |  |  |  |  |  |
| Resource links used to develop content are included. |  |  |  |  |  |
| States the name of the host school or institution |  |  |  |  |  |
| **Total Possible Points = 100** |  |  |  |  |  |  |